Learning Aim A (3.1) - Social Media Platforms

Activity 1 – The structure and features of social media sites

There are many different types of social media websites that can be used to promote businesses. The table below contains a list of some of the world's most important social media sites. Conduct some research into these social media sites and describe the key features of each one.

Refer to pages 182 to 183 in the text book extract, but do not copy this content. Use it to generate ideas for research and include screen captures of the features you describe.

Site	Describe Site and Main Features (include screen captures)
Facebook	
Twitter	
Instagram	
One more of your choice	

Extension Activity:

Pause Point
Why do you think that businesses use social media sites that would ordinarily be designed for personal use?